



**SUSTAIN
ABLE**

Our path forward.



DW Climate Protection Strategy

Carbon footprint. Reduction targets. Action plan.

Imprint

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RESPONSIBLE
DW Sustainability
Management

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Table of contents

1. Management summary	5
2. Climate science and climate policy	6
3. Impacts of climate change	10
4. DW's carbon footprint	11
5. DW's climate protection targets	14
6. DW's climate action plan	15
7. Sources	18

Our contribution to Sustainable
Development Goal 13 (climate action)
and the Paris Climate Agreement

13



1. Management summary

Limiting global warming is the central challenge facing humanity. The impacts of climate change are already being felt around the world, and more strongly in some regions than in others. Weather extremes such as heat waves, droughts, storms, heavy rainfall and flooding will become more frequent and intense in the coming years. Further temperature rise will imply increasingly dramatic consequences for both people and nature, as well as growing costs and restrictions on freedom.

Signatories to the Paris Agreement committed to a rapid and drastic reduction of global greenhouse gas emissions. Its goal is to limit global warming to well below 2, preferably to 1.5 degrees Celsius (compared to pre-industrial levels), in order to avert the most extreme impacts of climate change. In the German Sustainable Development Strategy, the next 10 years are described as the “decade of action at all levels.”

Deutsche Welle (DW) is aware of its position as a role model and multiplier worldwide and assumes responsibility both in its journalism and its corporate sustainability management.

With this climate protection strategy, DW has set itself the goal of reducing its own greenhouse gas (GHG) emissions by 30 percent by the year 2030 and of achieving net zero emissions by 2045 at the latest. These targets relate to its core carbon footprint (Scope 1 and 2, which include all direct emissions as well as energy-related indirect emissions, and the indirect Scope 3 emissions from business travel, commuting and waste) in the baseline year 2019.

To reduce its GHG emissions, DW will implement reduction measures in all the areas of its carbon footprint. This includes further scope 3 categories where it has limited possibilities for direct action, such as purchased goods and services.

The following measures are now being developed and implemented:

- **More climate-friendly travel policy**
- **More climate-friendly commuting**
- **Energy management**
- **Sustainable project planning**
- **Green production**
- **Sustainable procurement**
- **Supply chain engagement**
- **Adaptation to the impacts of climate change**

DW is introducing an internal, market-based CO₂ price to support financing of the measures.

The DW carbon footprint is calculated annually to track the development of its GHG emissions and to develop further reduction measures if necessary. Progress in achieving the targets is reported annually to general management and published every two years in DW’s sustainability report.

By implementing the present climate protection strategy, DW is contributing to limiting global warming to well below 2 °C and is adapting to future climate change impacts.

2. Climate science and climate policy

The average global temperature has risen at an unusually rapid rate by 1.2 °C since the beginning of industrialization. The primary cause for this rise is the burning of fossil fuels such as coal, oil and gas, as well as industrial emissions, deforestation, agriculture and factory farming. All of these activities are steadily increasing the concentration of greenhouse gases in the atmosphere. This causes an unnatural amplification of the natural greenhouse effect that keeps the earth warm.

Global warming causes shrinking of glaciers and sea ice covers. Sea levels are rising and altered air and sea currents are changing familiar weather patterns. The entire climate system is getting out of balance. As a result of this climate change, weather extremes such as heat waves and droughts or heavy rainfall and flooding are occurring with increasing frequency and intensity.

There is no country on earth that is not already experiencing the consequences of climate change. People and the environment experience these changes with varying degrees of severity from region to region. Some ecosystems, such as coral reefs, the Amazon rainforest, permafrost areas and the West Antarctic ice sheets, are threatened by irreversible damage as soon as so-called tipping points (from a temperature increase of 1.5 °C) are exceeded.

Sensitive ecosystems and poorer populations in affected regions are already reaching the limits of how much they can adapt to these changes.

As early as 1990, the *Intergovernmental Panel on Climate Change* (IPCC) pointed out these risks and the vulnerability of the planet in its first Assessment Report. In subsequent reports, forecasts on the further course of global warming and its consequences were confirmed based on actual measurements and refined through improved modeling.

According to the IPCC, if greenhouse gas emissions continue to rise, the average global temperature will rise by 3–5 °C over the next 80 years and beyond. **This is roughly equivalent to the temperature difference between the last geological cold period and the current warm period, which will get added on top.** The higher the future temperature rise, the more dramatic the consequences will be and the higher the resulting costs and the cuts in freedom. People in the countries of the Global South, who themselves have contributed the least to global warming, will likely be affected the most.

The United Nations has included climate protection as one of the 17 Sustainable Development Goals in its 2030 Agenda. Through the Green Climate Fund, among other things, \$100 billion is being allocated annually by industrialized countries to finance projects in the countries of the Global South—both to reduce greenhouse gas emissions and to adapt to climate change.

Following the recommendations of the IPCC, the governments of all 194 countries and the European Union have agreed in the Paris Climate Agreement to limit global warming to well below 2°C (preferably 1.5°C), in order to minimize the harm to humanity.

This will require a rapid and drastic reduction in the current global levels of around 50 billion metric tons of greenhouse gas emissions per year (pre-pandemic).

Because greenhouse gases can remain in the atmosphere for a long time, **the consequences of climate change will be felt for generations to come, even if emissions are stopped immediately.**

According to climate science, in order to limit global warming to 1.5°C, global greenhouse gas emissions must fall 45% below 2010 levels by 2030 and reach net zero emissions around 2050.

Countries contribute to lowering greenhouse gases within the framework of reduction pledges (Nationally Determined Contributions—NDCs). These are to be regularly adjusted to ensure the lowest possible level of emissions. **However, with the exception of 2020 (coronavirus pandemic), global greenhouse gas emissions have continued to rise instead of fall.**

The *Climate Action Tracker* is a project by a consortium of respected research institutes which regularly calculates the effect of all countries' climate policies on the average global temperature.

The project concludes that the sum of all national climate protection laws is still insufficient and will still lead to warming of 2.9°C (see figure on the right). However, there are new positive developments, such as a plan for net zero emissions targets announced by China, the USA under its new president, and other countries, which, if fully implemented in national laws, would limit global warming to 2°C.

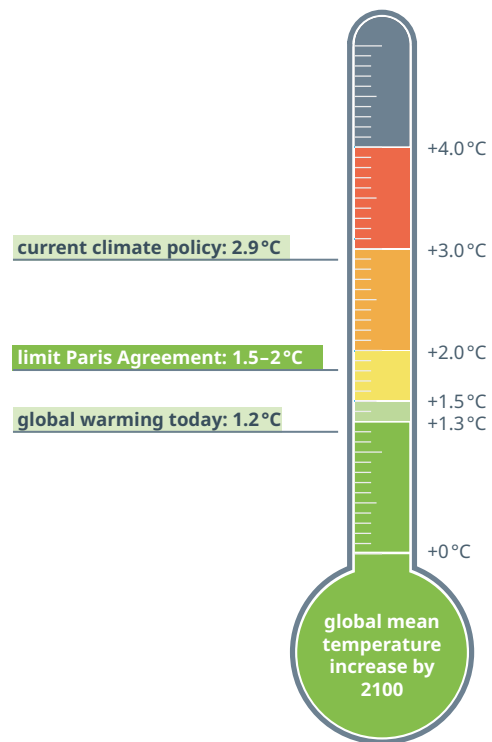


Figure 1: Ambition gap: Global warming that has already occurred (1.2°C), maximum value (1.5–2°C) according to the Paris Agreement and projected values under current climate policy (2.9°C). Source: Climate Action Tracker.

The European Union is the third largest emitter of greenhouse gases after China and the USA. As the EU's most populous and economically powerful member state, Germany plays an important role in EU climate policy.

In a historic ruling, the German Constitutional Court in March 2021 obliged the German government to further tighten national greenhouse gas reduction targets and climate protection legislation, calling it a matter of "intergenerational justice".

"Extensive consumption of the CO2 budget as early as 2030 exacerbates the risk of serious loss of freedoms. Whatever burdens on freedom we may experience in the future will be determined by the level of emissions we allow today."

Climate protection targets for Germany were subsequently adjusted by the German government and now call for a reduction in greenhouse gas emissions of at least 65% by 2030 and at least 88% by 2040 (relative to the base year 1990), as well as net zero emissions by 2045.

Current research from Germany's Federal Environmental Agency, "pathways to resource-conserving greenhouse gas neutrality," shows that this kind of emission reduction scheme is certainly technically feasible for the German economy. Calculations by the IPCC also show that the **global economic growth would slow by only 0.06% on a 2 °C path**. The costs of decarbonization are therefore still entirely justifiable today. However, the IPCC warns that as more time passes, the costs of climate impact adaptation, disaster management and emissions reduction will increase.

The course of global greenhouse gas emissions in the future now depends heavily on determining how the disruption caused by the coronavirus pandemic can be seen as an opportunity for enacting structural changes. This includes climate-friendly

and socially acceptable economic practices used during the pandemic that could continue to be implemented.

Germany's updated Sustainable Development Strategy calls for the next ten years to be a **"decade of action at all levels."** Sub-targets have already been set in the Climate Protection Act for emissions-intensive sectors including the energy industry, construction, transport, industry, agriculture and waste management.

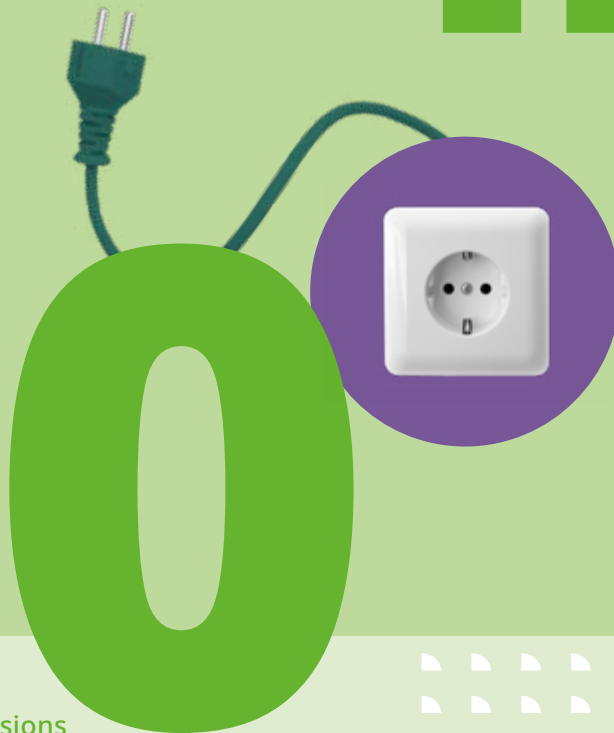
To achieve these targets, more severe requirements and cost increases are foreseeable for all companies. In addition to companies with legal reduction obligations, other companies have committed to proactively contribute to climate protection.

In the following sections, DW will present its strategy for climate action.

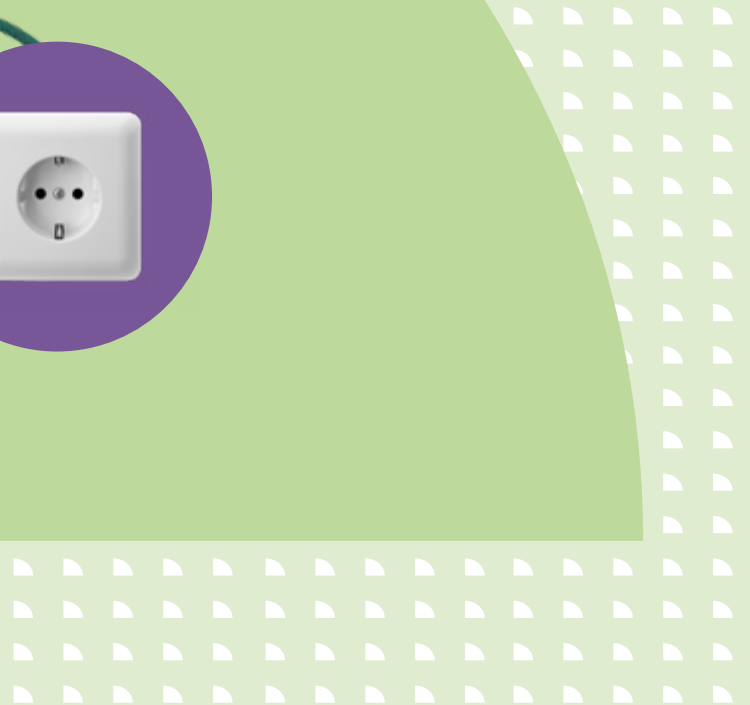


Savings when traveling by train instead of by plane, (in kg CO_{2e}, for the Bonn – Berlin route per person).

125



Zero emissions through green electricity



3. Impacts of climate change

The impacts of climate change are already being felt all around the world and will become more frequent and extreme as global warming continues. Heavy rainfall and hurricanes trigger flooding and landslides; heat waves and droughts can lead to increased wildfires and rivers drying up.

These extreme events can also damage buildings, transportation routes and infrastructure—as well as harming ecosystems and people. Climate change can lead to regional crop failures, water scarcity, and to supply shortages and price increases on a global level.

The benefits of well-functioning ecosystems are also expected to decrease. Forests in cities, for example, will lose some or all of their ability to filter pollutants from the air and regulate temperature and humidity during periods of extreme drought.

Health risks may increase as diseases and their carriers will become more widespread as a result of warm temperatures, heavy rainfall and storms. Moreover, prolonged heat waves pose an additional health burden, especially for older people in cities with their above-average temperatures.

The higher vulnerability and lower adaptive capacities in the poorer areas of the Global South means crop and housing losses may fundamentally threaten the livelihoods of people there. Existing crises in politically unstable areas could be further exacerbated and mass-migration intensified.

Keeping this in mind, companies should prepare responses to **supply bottlenecks and price increases** along with **health risks** for their employees. It can also be assumed that in the coming years, companies in all sectors will have to meet increasingly severe requirements coming with stricter legislation. All of this is associated with future cost increases that should be planned for in the present.

In the medium term, DW must take into account the risk of damaged infrastructure leading to the **impairment of regional broadcasting operations** in individual cases. This can affect regions from which DW reports locally or broadcasts to around the world.

One risk that affects DW very directly is a **loss of credibility if no action is taken**. DW has a responsibility not only to report on climate change, but also to come up with its own solutions and lead by example.

4. Deutsche Welle's carbon footprint

As part of the preparation of DW's first sustainability report for 2018, an initial carbon footprint was prepared by an independent external consultancy (sustainable AG). This has been updated annually since then.

Measurement method

DW's carbon footprint measurement meets the quality requirements set by the recognized Greenhouse Gas Protocol (GHG Protocol) reporting standard.

The emission factors and values for the global warming potential of greenhouse gases (GHG) are selected from proven reliable sources (DEFRA, GEMIS and VDA). All greenhouse gases (converted to CO₂ equivalents) are taken into account.

DW's operating locations in Bonn (Kurt-Schumacher-Strasse) and Berlin (Voltastrasse) are considered in this assessment. DW's international sites account for less than 2% of the total surface and are therefore not included for the time being for reasons of materiality.

The assessment takes into account: energy and fuel consumption, business trips and commutes, purchased goods and services (limited to paper and office supplies in the first year, and also retroactively with the entire purchasing volumes from 2019), refrigerants and waste.

A distinction is made between site-related — direct (Scope 1) and indirect energy-related (Scope 2) — GHG emissions, and GHG emissions from upstream and downstream activities — other indirect emissions (Scope 3).

Some of the data is still incomplete, however, data gaps have been reduced as much as possible based on assumptions. The goal is to optimize the database over time. An estimate of greenhouse gas emissions resulting from the worldwide distribution and use of DW's program is pending.

Scope 2 emissions coming from electricity consumption are calculated and reported using both the market-based method, with supplier-specific emission factors, and the location-based method with the national (German) electricity mix as an emission factor.

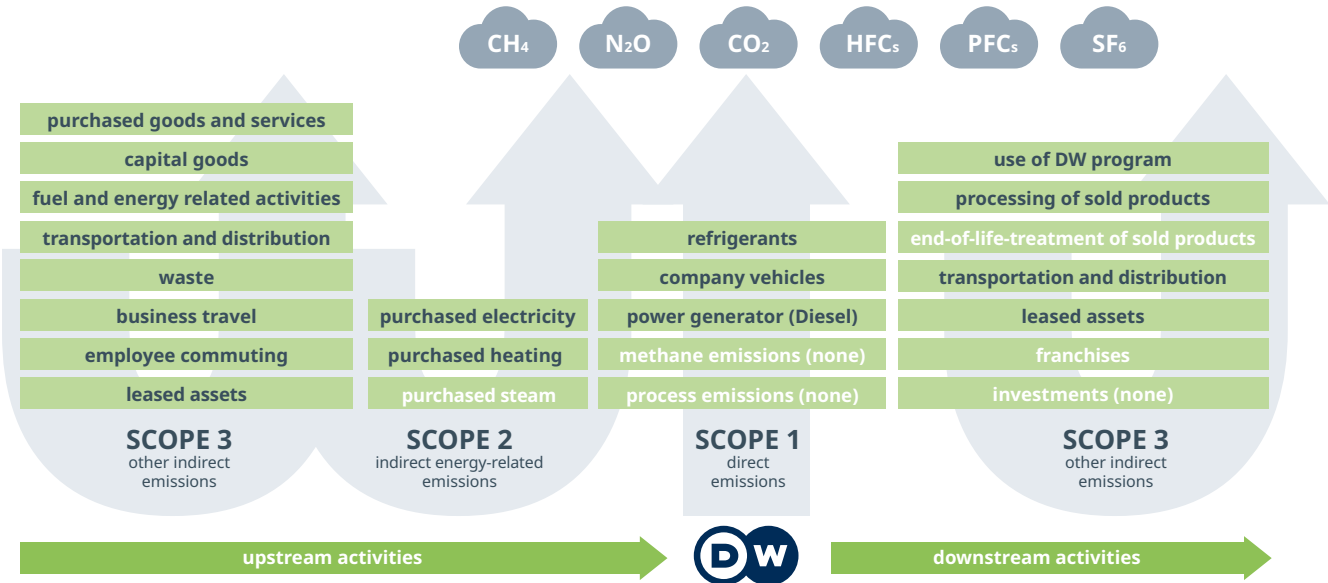


Figure 2: Greenhouse gas categories according to the Greenhouse Gas Protocol

Share of business trips in DW's core carbon footprint (in percent)

77



11,000

DW's core carbon footprint (in metric tons of CO_{2e})

DW's GHG inventory

in t CO _{2e}	2018	2019	Δ in %
TOTAL EMISSIONS	26,821	34,294	58
Scope 1: Direct emissions			
Total Scope 1 emissions	77	105	36
<i>Stationary combustion</i>			
Heating oil	13	10	-27
Diesel	8	20	151
Refrigerant	31	31	0
<i>Mobile combustion</i>			
Diesel	23	42	81
Gasoline	2	2	20
Scope 2: Indirect emissions			
Total Scope 2 emissions	1,185	1,095	-8
Electricity (market-based)	99	96	-3
District heating	1,086	999	-8
Scope 3: Indirect emissions			
Total Scope 3 emissions	25,559	33,094	29
Purchased goods and services	18,992	22,825	20
Fuel and energy-related activities	679	662	-3
Waste generated through operations	33	30	-11
Business travel	4,610	8,370	82
Employee commuting	1,245	1,208	-3

Note: In the location-based approach, an additional 11,000 metric tons of CO_{2e} are generated by electricity consumption including the upstream emissions (electricity mix Germany instead of green electricity).

Table 1: Carbon footprint of DW according to GHG Protocol

The table above shows DW's carbon footprint in 2018 and 2019.

DW defines its Scope 1 and Scope 2 emissions together with the Scope 3 categories of business travel, employee commuting and waste as its **core carbon footprint**. At around 11,000 metric tons of CO_{2e}, this accounts for roughly one-third of the current total carbon footprint. Within the core carbon footprint, business travel (mainly air travel) accounts for 77 percent of emissions, commuting for 11 percent (based on assumptions), heating for 9 percent, and the remaining categories (refrigerants, fleet, waste, emergency diesel, residual electricity, and heating oil—although refill rates for refrigerants are not yet complete) for 2 percent.

DW, at both main operation sites Bonn and Berlin, purchases electricity from renewable sources (2018 hydropower and 2019 wind power) with certificates of origin. Therefore, the emissions associated with electricity consumption (Scope 2) and the associated upstream chain (Scope 3) can be reduced by around 11,000 tons CO_{2e} according to the market-based method. Emissions of around 760 metric tons of CO_{2e} remain due to the provision of green electricity and due to residual electricity consumption from the Berlin location, where the exact electricity mix is not yet known.

The Scope 3 category of purchased goods and services accounts for around 23,000 metric tons of CO_{2e}, or roughly two-thirds of the current total carbon footprint. DW counts these emissions as part of its **marginal carbon footprint**. These comprise overlaps with the emissions of the supplying companies, and DW's direct influence is limited.

Another category of the marginal footprint are emissions associated with the distribution and usage phase of DW programming. It is assumed that the consumption of electricity in server parks used for online services and streaming by users worldwide is significant and will account for the majority of the carbon footprint.

Since the usage times of the various programming cannot be measured for all media (TV, radio, online), a likely estimate is sought for one of the following carbon footprints.

Again, these are emissions overlaps with distribution partners and the users, and the possibilities for direct influence on the footprint by DW are limited. Further minor proportions of the total carbon footprint still to be completed are also found predominantly within the marginal footprint.

DW's greenhouse gas emissions

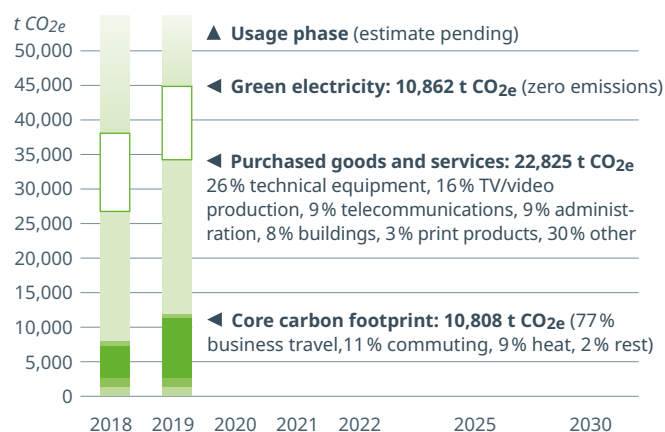


Figure 3: DW's carbon footprint as a bar chart



DW's emissions reduction target:
30% less by 2030

5. Climate protection targets

DW assumes responsibility and has included a focus on sustainability in its corporate goals since 2020:

"DW acts sustainably. It uses its funding and resources efficiently, continuously reduces its ecological footprint and is committed to social issues."

Climate protection is a key sustainability issue for DW.

The *Science Based Targets initiative* (SBTi) helps companies set science-based reduction targets. The consulting firm preparing the carbon footprint for DW has also calculated a science-based reduction target for DW's greenhouse gas emissions.

DW sets the following climate protection targets based on the SBTi method:

- **Reduce greenhouse gas emissions by 30% before 2030**
- **Net zero emissions by 2045 at the latest**

These targets refer to the greenhouse gas emissions of the core carbon footprint (Scope 1 and Scope 2, as well as the Scope 3 categories business travel, commuting and waste) from the base year 2019.

DW's core carbon footprint emissions must therefore be reduced by 3,242 metric tons to 7,566 metric tons of CO_{2e} within the next 11 years. In the subsequent 15 years, they must be reduced to net zero emissions. This net zero target applies to the entire German economy, and is to be achieved predominantly through further reduction efforts by individual actors, and only to a small extent by afforestation and technical carbon capture and storage.

6. DW's climate action plan

In order to reduce its greenhouse gas emissions, DW will implement measures across all areas where emissions are produced. In addition to the core carbon footprint areas where the reduction targets apply, contributions will also be targeted in the marginal carbon footprint where there are overlaps with the emissions of third party companies, and the possibility for direct influence by DW is limited.

The following measures are now being developed and implemented to achieve DW's climate protection targets:

Climate-friendly travel policy

More than three quarters of DW's greenhouse gas emissions (core footprint) come from business travel, especially air travel. During the pandemic, it became clear that alternatives (especially video lives and appointment bundling) work for many occasions and are also more time and cost effective. The *Sustainability Circle* working group will propose rules for business trips (e.g. domestic flights permitted only in exceptional cases with permission), which can then be aligned with DW regulations by the responsible department.

Climate-friendly commuting

About 10% of core carbon emissions can be attributed to commuting. However, this value is still based on assumptions. Real data will be collected in a survey as soon as some kind of a "post-pandemic normality" returns. Actions and incentives are planned to raise awareness and promote the use of climate-friendly commuting such as public transport, bicycles, walking and e-mobility.

Energy management

Another 10% of emissions are estimated to come from heating in Bonn and Berlin. Even low-emission green electricity is to be used more efficiently to save resources and costs. A separate energy footprint assessment will be prepared, a reduction target for energy consumption will be set and efficiency measures will be implemented.

Sustainable project planning

DW's Sustainability Management department will be involved in project planning, if possible at an early stage, to ensure that holistic, long-lasting systemic solutions are implemented that contribute to climate protection and energy efficiency targets.

Ideally, appropriate funding sources will also be identified and solicited at an early stage of project planning

Green production

Pilot projects will help to identify potential savings in the planning, shooting and post-production of audio-visual DW programming, as well as in their distribution and usage phase. They will help develop a set of general basic rules for production.

The following measures relate to the core carbon footprint and/or the marginal carbon footprint:

Sustainable procurement

The *Procurement and Travel* department has come up with guidelines specifying rules and legal options for applying sustainability criteria in centralized and decentralized purchasing processes.

This includes, for example, considering life cycle costs of energy-intensive equipment, or verifying environmental management certifications, climate protection targets or product quality labels of the supplying companies.

In all draft resolutions submitted to the steering committee, executive board and board of directors, individual departments will briefly explain if they have taken sustainability into account and whether they have involved Sustainability Management in their planning phases.

Supply Chain Engagement

The majority of total emissions are generated indirectly by third parties through goods and services that DW purchases and rents, or through the use of DW's programming.

Renters, partners, suppliers and service providers, as well as employees and users, should be made more aware of climate protection and, where possible, encouraged to participate in joint projects.

Adapting to climate change impacts

DW's Sustainability Circle is developing measures to prepare for potential risks that may arise for DW around the world because of global warming.

The *Sustainability Management* department is responsible for coordinating the implementation of DW's climate protection strategy. Individual departments will cooperate with Sustainability Management and share responsibility for achieving climate goals.

To support the financing of these measures, DW is introducing an internal CO₂ price based on the current price set by the EU Emissions Trading Scheme (25 euros/ton CO_{2e}).

DW's greenhouse gas emissions (core footprint 10,808 tons of CO_{2e}) result thus in an annual DW climate protection budget for reduction measures of around €322,000 (including VAT).

The annual budget will be updated regularly over time, assuming that the CO₂ price in emissions trading will rise and DW's greenhouse gas emissions will fall.

DW's climate protection efforts will be considered successful if greenhouse gas emissions are continuously reduced, and the defined targets are achieved by 2030 and 2045 at the latest.

DW's estimated carbon footprint will be updated annually to track the development of greenhouse gas emissions and to take responsive action if necessary. Progress made in achieving the targets and the development of climate measures will be reported annually to DW general management and updated every two years in the sustainability report.

By implementing this climate protection strategy, DW is making a contribution to limiting global warming to well below 2 °C, while making adequate preparation for future climate change impacts.

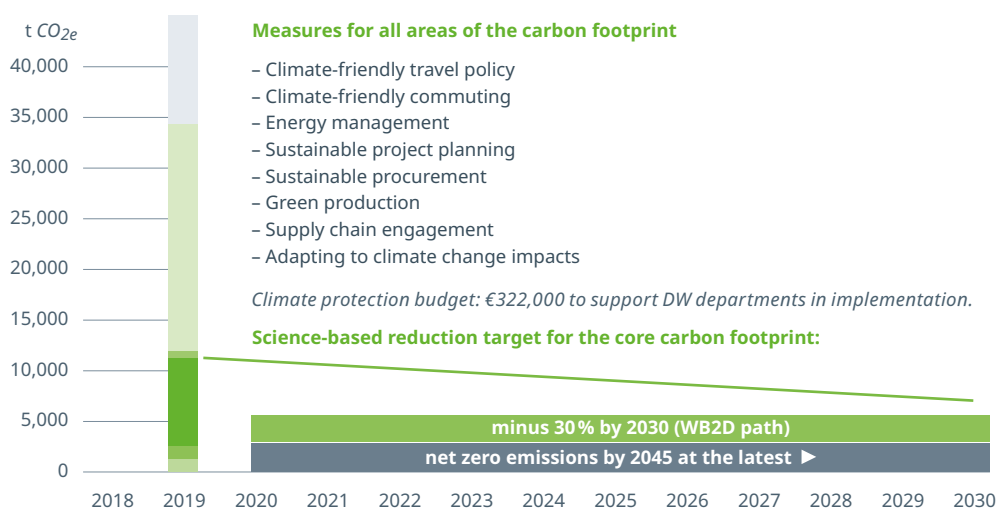


Figure 4: Reduction path for DW's core carbon footprint and measures for the overall footprint.

Annual budget for
climate protection at DW (in Euros)

322,000



8



Measures to achieve the
climate protection target

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